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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : M. Scott Reichardt et al.
Application No. : 09/731,115
Confirmation No. : 9203
Filed : December 6, 2000
For : SYSTEMS AND METHODS FOR COORDINATING
INTERACTIVE AND PASSIVE ADVERTISEMENT
AND MERCHANDISING OPPORTUNITIES
Group Art Unit : 2611
Examiner : Son P. Huynh

Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

REPLY TO FINAL OFFICE ACTION

Sir:

This is in response to the final Office action
mailed on October 19, 2005.

Amendments to the Claims are reflected in the
listing of claims which begins on page 2 of this Reply.

Remarks begin on page 20 of this Reply.